Educatis University
Graduate School of Management
(Educatis Foundation)

2013 Report

Altdorf, Switzerland, April 2014
In 2007, Educatis University and its Graduate School of Management (EGSM) signed the UN Global Compact. Thereafter, EGSM adhered to the Principles for Responsible Management Education (PRME); the Global Compact initiative dedicated to academic institutions.

For Educatis University and its Graduate Schools of Management in English, Spanish, French and German, which are active with its programs in four continents, the Global Compact principles are an important and long-term commitment. Therefore, we have taken several actions outlined in this UN Global Compact report. The main focus during the first year (2008) was placed on teaching, i.e. on the review of the courses in the curricula of the different schools. As of 2008 all teaching material was re-designed and complemented by chapters focusing on ethical and sustainability issues. This is an ongoing process.

The initiatives we have taken in the past are presented in chapter one and two of this report. Chapter three focuses on our efforts to achieve sustainable day-to-day behavior within our organization. We will present EGSM’s future outlook in terms of the Global Compact and PRME as we enter the next year of our commitment.
A foreword

The integration of topics related to business ethics and sustainable development has been an integral part of all academic programs at Educatis Graduate School of Management since its inception in the year 2003. With the participation in the Global Compact initiative and the adoption of the Principles for Responsible Management Education (PRME), Educatis University has increased its engagement and concern in all related concepts of Corporate Social Responsibility.

The reaction of the students to this extended focus has been very positive and has increased their and our ability to interpret a number of economic situations, corporate practices and behaviour in a more comprehensive manner.

It is through our participation in the Global Compact initiative that we have been motivated to review our activities and our behavior as a globally active, multilingual and committed university.

Through our participation in the Global Compact program, we are highly privileged to be able to participate in and contribute to the preparation of a better tomorrow.

Prof. Dr. Konstantin Theile
President
Educatis Foundation and University
Letter of renewed commitment

PRME Steering Committee
c/o Dr. Manuel Escudero, Head PRME Secretariat
Research Centre for the Global Compact
116 East 55 Street
New York, NY 10022, USA

Altdorf, April 10th, 2014

Dear members of the Steering Committee,

I am pleased to re-confirm that Educatis University supports the ten principles of the UN Global Compact with respects to human rights, labor, environment, and anti-corruption. The university and its School of Management will continue to follow the six principles of Responsible Management Educatis as stipulated by PRME.

With this commitment, we express our engagement to advance these principles within our sphere of influence, and will take a clear statement of this commitment to our stakeholder and the public in general.

Sincerely yours,

Prof. Dr. Konstantin Theile
President
Educatis University
1. Update on initiatives taken in 2013

Following Educatis Graduate School of Management's (EGSM) commitment to the UN Global Compact, EGSM adhered to the Principles for Responsible Management Education (PRME); the Global Compact initiative dedicated to academic institutions

**PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION (PRME)**

**Principle 1.** Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large, and to work for an inclusive and sustainable global economy.

**Principle 2.** Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

**Principle 3.** Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

**Principle 4.** Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

**Principle 5.** Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

**Principle 6.** Dialogue: We will facilitate and support dialogue and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

In this report, we will present a number of initiatives.
2. Short statement to the PRME principles

Educatis has implemented and is promoting the principles as follows:

**Principle 1:**
Educatis University has further developed seminars on sustainability and up-dated the LL.M/M.A. program on International Humanitarian Law and Human Rights in Spanish.

The tuition fees have been kept low to enable a greater number of students, especially in emerging and developing countries, to enroll in the programs.

**Principle 2:**
The discussion on values has been broaden and intensified. The dialogue with students has been very profitable for both sides as new and different view have been included.

Our responsibility for and the discussions about the impact of our “industrial way of life” on society and natural environment has been intensively discussed with our students. The feedback from the students is very positive.

**Principle 3:**
The feedback of the students on the online seminars “Introduction to Economic, Social and Cultural Rights, Human Rights and Development” which is mandatory in several specializations, has been very positive.

**Principle 4:**
Due to the small size of the school, research is limited to topics of ethical and sustainability issues in the context of the master thesis.

**Principle 5:**
As all the students are working (distance learning programs), the impacts of discussions on their regular behavior is quite direct and multiplied though discussions with colleagues in the company. As the school does not offer executive programs, the impact is focused on regular students.

**Principle 6:**
The school promotes the dialogue with its stakeholders on ethical issues, especially within the academic faculty and the civil society.
3. Implementing and promoting PRME in 2013

3.1 New and revised programs and courses

Educatis Graduate School of Management is segmented in four languages: English, German, French and Spanish. The curricula of the programs are similar. All new online seminars have been implemented in 2012 and optimized during the last years.

**Economic, Social and Cultural Rights, Human Rights and Development**

2012 the curricula have been adapted so that the course is mandatory in several programs with the goal is to broaden the view of the students.

**Business Ethics**

Business ethics is a mandatory online seminar (course) in all the four Graduate School of Management. The course has been extended with additional and critical documents to stimulate discussions further.

**Sustainable Management**

In the German Graduate School of Management a new seminar has been introduced.

**Sustainable Economics**

This course was introduced in the French school in 2009. Similar courses shall be developed for the English school in the near future.

3.2 UN Global Compact for Higher Education Institutions

Educatis University was a member of the UNGC group who developed the Guide for implementing the Global Compact Principles in Higher Education Institutions. This project was completed in 2012 and will be implemented at Educatis University in the next two year.

3.3 PRME Working Group on Poverty, a Challenge for Management Education

Educatis University is proud to be a member of the working group. The work is ongoing.

3.4 Scholarship system

Educatis Graduate School of Management has implemented in 2010 a new system to promote students from emerging and developing countries with scholarships. The reduction of the fees is between 60% and 100%. The students must actively be engaged in charitable projects.
5. Conclusion, outlook, and priority objectives for 2014

The initiatives outlined in this report are just a sampling of the efforts of Educatis University to further implement the PRME objectives. Our priorities for 2014 are centered on the development of new online seminars on “sustainability” and to focus our engagement in emerging and developing countries, especially on Africa.

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